

What is claimed is:

1. A process for authoring electronic information for presentation at an interactive electronic display with which an item may be ordered, comprising the steps of:
 - 5 providing at least a first template defining a default pattern;
 providing group information comprising data records associating at least one cell to each of a plurality of identified groups;
 providing local presentation information comprising data records associating each of a plurality of presentation objects with at least one of said identified groups;
10 and
 reading said default pattern along with accessing said group information and said local presentation information, filling-in said cells.
2. The process of Claim 1 wherein:
 - 15 said step of providing group information further comprises optionally assigning cell characteristics;
 said group information is organized as a data structure;
 said presentation information is organized as a data structure;
 each of said plurality of presentation objects comprises at least one module
20 of data having multisensory attributes; and
 each of said cells comprises a defined area of a display whereupon activation results in at least one action selected from the group consisting of ordering an item, deleting an item, controlling a peripheral, navigating though dialog, controlling an internal dialog process, controlling an external process, and presenting at least one
25 of said objects.
3. The process of Claim 1 wherein:
 - said step of providing at least a first template further comprises providing a DIALOG template to include said first template and a second and third template,
30 each defining a respective second and third default pattern; and
 said step of providing group information further comprises assigning cell characteristics, and said cell characteristics comprises a characteristic selected from the group consisting of cell functions, multisensory attributes, and cell layout patterns.

4. The process of Claim 3 wherein:
said group information is organized as a data structure;
said identified groups comprise a first, second, and third parent group, each
5 respectively associated with said first, second, and third template; and
said step of providing group information further comprises identifying at
least a first and second subgroup for each of said parent groups.
5. The process of Claim 4 wherein:
10 said step of providing group information further comprises associating each
of said first and second display areas with a respective one of said identified
subgroups, associating at least one cell to each of said identified subgroups, and
said assigning cell characteristics comprises doing so for each of said identified
subgroups of cells; and
15 said step of providing local presentation information comprises further
associating each said presentation object with one of said identified subgroups.
6. The process of Claim 1:
wherein said step of providing group information further comprises
20 assigning initial cell characteristics;
wherein said step of providing local presentation information further
comprises assigning local cell characteristics to any of said cells; and
further comprising the step of, after said accessing of said group information
and said local presentation information, overriding any of said initial cell
25 characteristics of said group information with any of said local cell characteristics
for which there is an overlap.
7. The process of Claim 6 wherein:
said initial cell characteristics comprise a characteristic selected from the
30 group consisting of cell functions, multisensory attributes, and cell layout patterns;
and
said step of filling-in comprises populating each said cell with any respective
of said presentation objects according to said data records of said local presentation
information to generate the presentation at an interactive kiosk.

8. The process of Claim 1 wherein:

said identified groups comprise (a) a first parent group associated with said first template, and (b) a second parent group associated with a second template defining a second default pattern; and

said step of providing group information further comprises:

identifying at least a first and second subgroup for each of said parent groups;

associating each of a first and second display area of said first default pattern with a respective first- and second- subgroup of said first parent group;

associating each of a first and second display area of said second default pattern with a respective first- and second- subgroup of said second parent group; and

associating a plurality of cells respectively with each of said subgroups.

9. The process of Claim 8 wherein:

said step of providing group information further comprises assigning cell characteristics for each of said parent groups; and

said step of providing local presentation information comprises further associating each said presentation object with one of said subgroups.

10. The process of Claim 9 wherein said step of providing group information further comprises assigning cell characteristics for each of said plurality of cells associated with said subgroups; and further comprising, after said step of providing group information and before said step of reading said default pattern, the step of editing said group information, based upon a level of access granted to do so.

11. The process of Claim 8 wherein each of said plurality of presentation objects comprises at least one module of data having multisensory attributes; and further comprising the step of, reading said first and second default pattern along with accessing said group information and creating a respective first and second intermediary display pattern such that each said first and second intermediary display pattern has said cell-to-subgroup associations of said respective first and second default pattern.

12. The process of Claim 11 further comprising the step of copying and storing said second intermediary display pattern as a plurality of instantiation second display patterns; and wherein:

said creating said first and second intermediary display patterns occurs at a first location;

said step of reading said default pattern further comprises reading said first and second intermediary pattern and each of said instantiation second display patterns; and

said step of filling-in comprises, at a second location, populating each said cell of said first and second intermediary display patterns and each of said instantiation second display patterns with any respective of said presentation objects according to said data records of said local presentation information.

13. A process for authoring electronic information for presentation at an interactive electronic display with which an item may be ordered, comprising the steps of:

providing at least a first template defining a default pattern having a first and second display area;

providing initial group information comprising data records associating at least one cell to each of a subgroup associated with each said first and second display area;

editing said initial group information, based upon a level of access granted to do so;

providing local presentation information comprising data records associating each of a plurality of presentation objects with at least one of said subgroups; and

reading said first and second default patterns along with accessing said edited group information and said local presentation information, populating each said cell with any respective of said presentation objects according to said data records of said local presentation information.

14. A system for authoring electronic information for presentation at an interactive electronic display with which an item may be ordered, the system comprising:

a DIALOG template comprising at least a first template defining a default pattern;

group information comprising data records associating at least one cell to each of a plurality of identified groups;

local presentation information comprising data records associating each of a plurality of presentation objects with at least one of said identified groups; and

5 a processor adapted for, after reading said default pattern and accessing said group information and said local presentation information, filling-in said cells.

15. The system of Claim 14 wherein:

said first default pattern defines at least a first and second display area;

10 said DIALOG template further comprises a second and third template respectively defining a second and third default pattern, each of which has first and second display areas;

said identified groups comprise a first, second, and third parent group, each respectively associated with said first, second, and third template; and

15 said data records of said group information further identify a first and second subgroup for each of said parent groups.

16. The system of Claim 14 wherein:

20 said DIALOG template originates at a first location and said processor is at a second location;

said group information is organized as a data structure;

said presentation information is organized as a data structure;

each of said plurality of presentation objects comprises at least one module of data having multisensory attributes; and

25 each of said cells comprises a defined area of a display whereupon activation results in at least one action selected from the group consisting of ordering an item, deleting an item, controlling a peripheral, navigating through dialog, controlling an internal dialog process, controlling an external process, and presenting at least one of said objects.

30

17. The system of Claim 14 further comprising an interactive display adapted for viewing the presentation; and wherein:

said data records of said group information further associate initial cell characteristics for each said cell;

said data records of said local presentation information further associate local cell characteristics to each said cell; and

5 said filling-in comprises populating each said cell with any respective of said presentation objects according to said data records of said local presentation information, and such that said local cell characteristics override any of said initial cell characteristics for which there is an overlap.

18. The system of Claim 14 further comprising a second processor adapted for permitting editing, based upon a second level of access granted to do so, of said group
10 information; and wherein said first processor is further adapted for permitting editing, based upon a first level of access granted to do so, of said local presentation information, said first level of access being more-restricted than said second level.

19. The system of Claim 14 further comprising an intermediary display pattern created
15 at a first location using said default pattern and having accessed said group information such that said intermediary display pattern has said cell-to-group associations of said default pattern; and wherein:

 said processor is at a store location, said default pattern read for said filling-in said cells is said intermediary display pattern;

20 said identified groups comprise (a) a first parent group associated with said first template, and (b) a second parent group associated with a second template defining a second default pattern;

 said data records of said group information further identify at least a first and second subgroup for each of said parent groups, and further associate at least
25 one cell with each of said subgroups; and

 said data records of said local presentation information further associate each said presentation object with one of said identified subgroups.

20. A computer executable program code on a computer readable storage medium for
30 authoring electronic information for presentation at an interactive electronic display with which an item may be ordered, the program code comprising:

 a first program sub-code for providing at least a first template defining a default pattern;

- a second program sub-code for creating group information comprising data records associating at least one cell to each of a plurality of identified groups;
- a third program sub-code for providing local presentation information comprising data records associating each of a plurality of presentation objects with at least one of said identified groups; and
- a fourth program sub-code for reading said default pattern, accessing said initial group information and said local presentation information, and filling-in said cells.
- 10 **21.** The program code of Claim 20 wherein said second program sub-code further comprises assigning a cell characteristic, said cell characteristic comprising a characteristic selected from the group consisting of cell functions, multisensory attributes, and cell layout patterns; and further comprising:
- 15 a fifth program sub-code permitting editing of said group information, based upon a first level of access granted to do so, before said step of reading said default pattern and filling-in said cells; and
- a sixth program sub-code permitting editing of said local presentation information, based upon a second level of access granted to do so, before said step of reading said default pattern and filling-in said cells.
- 20 **22.** The program code of Claim 20 wherein:
- said identified groups comprise a first parent group associated with said first template;
- said second program sub-code comprises instructions for identifying a first and second subgroup for said parent group, said first subgroup associated with a first display area of said default pattern, said second subgroup associated with a second display area of said default pattern, and further associating at least one cell with each of said subgroups; and
- 25 said third program sub-code comprises instructions for further associating each said presentation object with one of said identified subgroups.
- 30 **23.** The program code of Claim 20:
- further comprising a fifth program sub-code for creating an intermediary display pattern at a first location using said default pattern and said group

information such that said intermediary display pattern has said cell-to-group associations of said default pattern;

5 wherein said fourth program sub-code comprises instructions for reading said intermediary pattern and for filling-in each said cell with any respective of said presentation objects according to said data records of said local presentation information; and

 further comprising a sixth program sub-code for generating the presentation at an interactive kiosk at a second location.

10